

CLASSIFIED Advertisements

Ads published in both TORRANCE HERALD and LOMITA, W.S.

Rates for combined circulations:

Insertion, per word..... 2c
 Inquiries, per word..... 2c
 Display Classified, 80c per inch.
 Minimum ad, 12 words.
 Display Classified, 80c per inch.
 Light lines to inch. Estimate
 ORDINARY words to the
 All ads with white space
 computed at rate of 80c per inch.
 Classified Ad Columns close:
 on Thursday Edition, 5:30 P.M.
 on Friday Edition, 5:30 P.M.
 Phone Torrance 200.
 Phone Lomita 102.

CLASSIFICATION

Heading
ANNOUNCEMENTS
 Funeral Notices
 Cards of Thanks
 Lodge Notices
 Lost and Found
 Business Directory
 Personal
 Travel Opportunities
 Business Opportunities
Financial
 For Rent: Houses, Furnished
 For Rent: Houses, Unfurnished
 For Rent: Apartments and Flats, Furnished
 For Rent: Apartments and Flats, Unfurnished
 For Rent: Rooms, Furnished
 For Rent: Rooms, Unfurnished
 For Rent: Garages
 For Rent: Stores and Offices
 For Rent: Furnished or Unfurnished
Board and Room
 For Sale: Automobiles and Accessories
 For Sale: Furniture and Household Goods
 For Sale: Horses and Livestock
 For Sale: Pet Stock
 For Sale: Miscellaneous
Help Wanted: Male
Help Wanted: Female
Employment Wanted
Wanted To Buy
Wanted: Miscellaneous
 Real Estate: Improved
 Real Estate: Unimproved
For Lease
 Oil Properties, Leases, Royalties, etc.
 Income Property
 Real Estate for Sale or Trade
 Musical Instruments
Miscellaneous

Cards of Thanks

CARD OF THANKS
 My heartfelt thanks are going out to all our friends and neighbors for kindness and favors at the funeral services of our husband and father, W. A. Renn. May God bless each one and may they and friends as gracious in their hours of sorrow and distress.
 Mrs. Susie Renn.
 Allan Renn.

Lost and Found

REWARD for return, or information leading to return, of my dog Duke, black and white, long hair; has a green collar with brass pullock. Child's pet. Call or write 1255 Linden Ave., Mendale.

LOST—Child's pink dancing slipper. Return to Mrs. Currier, P. E. ranch room. Reward.

Business Directory

D. C. TURNER
 In Rappaport's Store
 Expert Shoe Repairer
 Makes Old Shoes Look New

P. O. GUY
 Contractor and Builder
 Will Help You Finance

21 Cota Phone 276-R
 Torrance, Calif.

Gold—Silver—Nickel PLATING
 Silverware—Jewelry
 Household Articles

PEERLESS PLATERS
 239 1/2 S. Spring St., Los Angeles
 H. A. Lewis, 1744 Gramercy St., Torrance

WANS Window Cleaning Service
 House, store, office Reasonable.
 Phone 201-M. 2304 Gramercy.

HEMSTITCHING Mrs. King, 2267 West Carson St., 1 block west of high school.

Business Opportunities

FOR SALE or Exchange—Gas and service station; fully equipped, good business, close in. Torrance Investment Co., Phone 176.

Financial

HAVE UNLIMITED AMOUNT of money to loan at 6 1/4%, where, sidewalks, curbs and gutters are in; 7% otherwise. J. A. Smith, Postoffice Bldg., Lomita.

For Rent: Houses Furnished

FOR RENT—Six-room completely furnished house, and garage; splendid location. Four rooms and garage, \$18 a month, water paid. Gilbert, Hansen & Page.

11 For Rent: Houses, Furnished

HOUSE FOR RENT, furnished—4 rooms, bath, garage, yard; \$20. 1553 Cypress St., Lomita.

FURNISHED HOUSES for rent, all modern, \$12.50 per month. 1443 Carson St.

12 For Rent: Houses Unfurnished

FOUR-ROOM HOUSE, modern except gas; garage; \$20. Corner Carson and Dolores, block east of Harbor Blvd.

SIX-ROOM HOUSE, \$20. Two-room cottage, \$10. 2816 East Chestnut St., Lomita.

FIVE-ROOM HOUSE and garage; lawn sprinkling system. \$30 a month. Inquire 907 Portola.

13 For Rent: Apartments and Flats, Furnished

FREE RENT

For limited period to permanent tenant

BEAUTIFUL FURNISHED APARTMENT at a low price, in the Edison Bldg. Continuous hot water, private bath. Will also care for apartment for one or two gentlemen if desired. Inquire Apt. 6, Edison Bldg., Torrance.

FRONTENAC APARTMENTS—On the Strand, Redondo Beach. Completely furnished. New, modern. Reasonable rates. Special rates to reliable yearly tenants. 512 Strand, Redondo Beach. Phone Redondo 5853.

RIGHT DOWN TOWN—Neatly furnished apartments, one block from P. E. station. Singles, \$15; doubles, \$20. Everything furnished except linens and bedding. Free garages and water. 840 El Prado, Torrance.

HELLO, HELLO, is that 21-W, the Lady Homes Court? Are you two blocks south of the Union Tool on Western Ave.? Did you say modern, completely furnished, with garages, for \$20 per? Thanks!

FRONT APARTMENT, nicely furnished, suitable for hair dressing parlor or other small business. \$25. Murray Court, 2075 Redondo Blvd.

14 For Rent: Apartments and Flats, Unfurnished

BEAUTIFUL large four-room flat; hot water; garage. \$30. 2305 Redondo Blvd.

21 For Sale: Automobiles and Accessories

TRAILERS, 2- and 4-wheel; sale; rent or trade. Iron and Woodworkers, 1322 Central Ave., L. A.

22 For Sale: Furniture and Household Goods

FOR SALE—New Maytag washing machine. "Hardware" Reeve, Torrance.

24 Poultry and Pet Stock

THREE-MONTH-OLD PULLETS, White Leghorns. Orders now booking for Summer and Fall delivery. Gibson's Pullet Ranch, South Kingsley Drive at 225th St., Torrance.

25 For Sale: Miscellaneous

BUILDING, suitable for garage or industrial, in business section. Will sell or rent. Inquire Fanny C. King, 1324 Sartori Ave., Phone 174.

FOR SALE—500,000 sweet potato plants. First stand west on Normandie Ave., South Lomita.

27 Help Wanted: Female

WANTED—Woman for general work. Hotel Ironton.

30 Wanted to Buy

HARBOR POULTRY CO. pays top price for poultry. 429-J, 1114 South Pacific, San Pedro. 1039 Lucile St., Lomita.

33 Real Estate: Improved

60-ACRE RANCH at the edge of Napa Valley, two miles from Yountville and highway; rolling land overlooking entire valley and bay regions; ranch suitable for vineyard. Oak and fir trees; a small three-room house; garage. All under fence. Call at 1560 Cypress St., Lomita.

FOR SALE—New 6-room house, newly furnished; double garage; large corner lot; lawn, flowers and shrubs in; underground sprinkling system. Gilbert, Hansen & Page.

FOR HOMES IN LOMITA, and for fire, compensation and automobile insurance, see J. W. WELTE, 1144 Normandie Lomita Across from School

FOR SALE—3-room house and lot 40x120 ft. \$2500; your terms. 4-room with bath, garage, gas and electricity, lot 50x133 ft., \$3500; terms. J. A. Smith, Lomita.

Bell Outlines Schools' Aims In Education

Principal Addresses Parent-Teacher Association on Educational Problems

W. M. Bell Jr. spoke on "Education for Citizenship" before the Parent-Teacher Association Tuesday afternoon. Mr. Bell explained the main objects of education were health; command of the fundamentals—reading, writing, arithmetic and the elements of oral and written expression; worthy home membership; vocation; civic education; worthy use of business; ethical character.

In discussing ethical character Mr. Bell said that the school first of all tried to give a utilitarian flavor to education by teaching the girls home-making and the boys the use of tools.

Home Duties
 He said, "The school has taken from the home quite a few duties, but the school must have the parents behind them. Don't be afraid of your children—keep up with them, at least—better to be a jump ahead than behind. Try to get their viewpoint. A child learns to be good through habit. If a child has not learned to be good at home it is harder both for himself and for the teacher when he enters school."

"Statistics show that from the time a child enters school until it graduates the school has the child one-twentieth of the time and the home nineteen-twentieths of the time."

Up to Home
 "Religious training is very important, and it is up to the home to give it. The school cannot handle this. "Habits are formed in the first few years of a child's life. A child will build up its own philosophy of moral conduct very early in life. Just now that philosophy seems to be anything to get by. Children are growing up who abide by the moral code succeed. Nations who disregard the moral code have always fallen."

"The first American school was in the Mayflower, when those on board gathered to formulate and sign the compact which was based on religious tolerance and respect for their neighbors' rights."

Citizenship Program
 A citizenship program given by the pupils of Mrs. Mathews' room included a song, "Cease Complaining, Little One," led by Mrs. Haslins; the pledge; recitation, "My Neighbor," Margaret Lincoln; a playlet, "Salvage," by Florence Morrison, Alice Gall, Sidney Nickerson, John Harris, and Russell Quigley; and a piano duet by Myrtle Meinzer and Rudolph Huber.

Mrs. Hayden's and Mrs. Mathews' rooms won the attendance prizes.

A nominating committee was elected. Mrs. Frank Clark and Mrs. J. S. Lancaster, with Mr. Bell, will make a list of candidates to be voted on at the May meeting.

Nominations from the floor will also be in order.

Mr. Bell announced that the number of lost lunches could be reduced if every child's lunch had its name on it; that in honor of Boys' Week the sixth grade boys will take charge of the school Wednesday afternoon, under the supervision of the teachers; and that at a future date when the Boy Scouts have a meeting place of their own the P.-T.-A. will furnish the eating utensils.

Mrs. Shidler, president, spoke of the benefit of the P.-T.-A. to the school, and announced that as she would be unable to attend the P.-T.-A. convention at San Bernardino May 25 to 28, Mrs. G. W. Sapp would represent the president.

He'll Be Swift in Coming Back West

W. H. Swift, Boston sportsman, who has been spending the last six months in Torrance and vicinity and who has expressed himself as being very favorably impressed with Torrance, is leaving for the east Sunday to settle his estate and business interests there so that he can return here in the early fall with his wife and family and make his home here.

The numerous friends whom Mr. Swift has made during his short sojourn here will be extremely pleased to know that he is only leaving temporarily and will be glad to welcome him on his return.

BABY CENTER

The Mothers' Educational Center will be held at the Women's Clubhouse Friday morning, May 7, from 10 to 12.

All mothers who have not registered their babies will kindly do so at Reeve's hardware store.

Mrs. Tom Eade has returned from a two-weeks visit at the home of her parents, Mr. and Mrs. Scott Sipperelle, of Compton.

Guests Friday of Mrs. C. A. Thompson of Redondo boulevard were Mrs. Sara Parsons of Nebraska and son, Don Parsons, of San Pedro.

33: Real Estate: Improved

FOR SALE—New three-room house, nicely decorated, wired, on Figueroa, Keystone Acres. Address R. 1, Box 401, Torrance.

34 Real Estate: Unimproved

FOR SALE—Redondo Blvd. lot, close in; 50 ft. Terms. See owner, 1104 Cota Ave., Torrance, Torrance.

Roegge Defends Nu-Air Plan in New Statement

Nu-Air Promoter Says Company Not of "Endless" Chain Variety

Fred C. Roegge, head and founder of the Nu-Air Rubber Company of America, mailed the following statement to newspapers yesterday:

"No one recognizes more fully than I the fact that an endless chain which is dependent upon constantly securing more and more new members or customers is certain to reach a point where many persons lose that which they have put in, for such a plan cannot go on forever. The basis of all such systems is the sale of a commodity or right, the purchaser of which reimburses himself and makes a profit by selling similar goods or rights to others, whose sole qualification for taking up the work is their payment of money for something."

"The Nu-Air plan, on the contrary, builds up a selling organization, exactly as does an insurance company, by appointing general agents, subagents, etc., each of whom is empowered to nominate subordinates from whose sales the general agent derives a profit. The classifications in Nu-Air are limited to an extension which will result in a number of salesmen equal to a little less than one half of one percent of the motor vehicle registration of the state of California, at the start of the selling campaign, so that each salesman should have at least 200 potential customers for tires alone. Those in the lowest classification are salesmen of merchandise—tires; they do not derive their profit from extending the so-called "chain," but from selling goods, just as the insurance salesman sells insurance."

"There is no other understanding by which they are induced to join the organization aside from the probability of promotion if they are diligent and successful. That which they buy is not the thing which they sell—understand that—and therein is the most important point on which the Nu-Air plan has been misrepresented."

"Every member of the organization equips himself with an advertising outfit, not to enable him to sell other advertising outfits, but to help him sell tires. He buys a set of tires for himself, not for resale."

"The volume of business in tires of course depends upon the success of the salesmen, and their number up to the maximum, but an extension of the organization beyond this fixed point would defeat its own object. For unless salesmen can make money they will not work, and they cannot sell tires from which they profit if the proportion of salesmen is too great in comparison with the number of possible customers."

"We are building a permanent selling force through which we can market not only tires but any other commodities which we may select, and our whole plan is based on making a profit for every man and woman who works for and with us."

Bell Defeated by Local High School Outfit

Torrance Slugs Ball and Beats Visitors by Score of 11 to 2

The Torrance High nine defeated the Bell Union High School nine 11-2 last Friday on the local diamond. The game was close until the Torrance boys bunched their hits in the eighth inning for five runs.

Jimmie Crandal, son of "Doc" Crandal, the famous Los Angeles Coast League pitcher, pitched for the Bell ball tossers. Crandal pitched a steady game until the fatal eighth, when the Torrance sluggers solved his delivery and knocked him out of the box. Young Crandal was also the hitting star of the losing team, collecting three hits out of four times at bat.

The Torrance team played fast and pulled themselves out of several dangerous holes by completing two fast double plays. Dutch Richhart pitched a brilliant game for the Red and Gray nine, allowing only six hits. He struck out nine men. Besides chucking a clever game, Richhart slashed out two hot hits. Roy Sleppy and Harold Romine were the hitting stars of the Torrance sluggers. Sleppy gathered in a triple and a sizzling double, while Romine was contented to call it a day with a home run and a double.

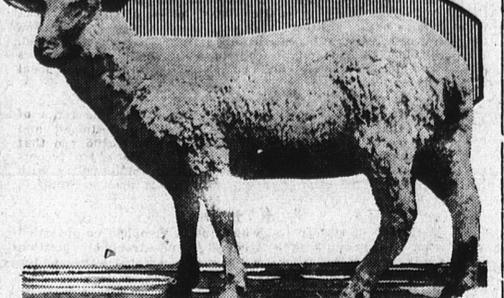
This victory places Torrance at the top of the league with three other teams. Next Friday the Torrance High nine journeys to Downey to play Downey High.

Will Demonstrate To Cooking Class

On Monday evening, May 3, at 7 o'clock, Mrs. Nettie Tafel of the Educational and Demonstration Bureau of Food and Household Products will give a demonstration to the class in cookery of the evening high school. Salads of all kinds and for all occasions will be her subject. Everyone who is interested is invited to be present.

Mr. and Mrs. C. P. Roberts of Lomita, Mr. and Mrs. Charles N. Turner of Los Angeles, and Mr. and Mrs. Richard Smith of Torrance were house guests of Mr. and Mrs. Joe Stone last weekend.

Judas Sheep Leads 750,000 Of Own Kind to Their Death



Billy has no conscience. Perhaps that's well for him. He's a paid and professional Judas. Bétrayal's his stock in trade. That's how he makes his living—leading members of his species to death.

Of course Billy's not human. He's only a goat—a siren goat at that. And when he sings, if you can call Billy's bleat a song, then that's the music which some 750,000 trusting sheep have followed to the butchers' knives in the past five years.

Without Billy and five others of his kind Chicago packers would be quite at a loss.

Sheep sent in for slaughter must be gotten in, humane manner, from the pens to the place where they are killed.

Can't Be Frightened
 To drive or frighten them up the runways would not be permitted under the law. Likewise such practice would race the blood and make the meat unfit.

And so with all these things to cope with the packers' hired Billy. They feed him well and he doesn't have to work very hard.

Mrs. Paul Hughes and Mrs. Mike Gorman, of Sun street, were Los Angeles visitors Friday.

Mrs. C. Jansen of Oak street is the guest this week of her daughter, Mrs. W. V. Heidt, of Baldwin Park.

Miss Elma Elmore of Long Beach was a recent guest of Miss Dorothy Malsey of Rose street.

Mrs. Ed Spence of Arizona street spent Wednesday with Mrs. George Gregory of San Pedro, a former Lomita resident.

Mr. and Mrs. A. W. Carlson of Huntington Park were guests Sunday at the home of Mr. Carlson's sister, Mrs. John Archer.

Mr. and Mrs. William Haworth of Arizona street and Mr. and Mrs. Fred Brown of San Pedro attended Hoyt's Theatre Sunday afternoon.

"Nothing Is TOO GOOD For My Customers" Says Mr. Ott.

"We have built up our business by selling the very best quality of meats that the market affords and we are KEEPING our business by CONTINUING to sell the VERY BEST."

"The reason we can sell such High Quality Meats so reasonably is because we do such a big volume. This is the age of big business and we're getting it."

Rock Bottom Meat Markets

L. OTT
 Torrance 1591 Carson

THE YEAR ROUND RESORT

Mount Lowe

MT LOWE TAVERN AND COTTAGES

BEAUTIFULLY SITUATED IN THE GLORIOUS SIERRA MADRE MOUNTAINS, COMBINE EVERY COMFORT FOR A DAY, A WEEK OR LONGER SOJOURN.

HIKING · DANCING · TENNIS and other Amusement Features

ROUND-FARE \$1.50 FROM TRIP LOS ANGELES 5 TRAINS DAILY FROM MAIN ST. STATION

for information a reservations apply information bureau. TRINITY 3661 METROPOLITAN 7400

PACIFIC ELECTRIC RY.



The 'Straw' Vote

Shows BILL SCOTT and JOE WOOD

Leading the Field

And you'll easily see why if you drop around to this nifty new shop for Young Men!

(Open Evenings 'til 8 o'clock)

Scott & Wood

Men's Wear 1917 Carson St. Torrance

"Keeping 'em Lively is Our Business"

Little Ampere Says: Inspection is Protection



Your battery lasts longer when it is kept fully charged. That's what the generator on your car is for. We can tell you whether it is doing its job. The advice is free. Come in.

Torrance Auto Electric HARVEL GUTTENFELDER

1312 Cabrillo Phone 168 Torrance member Willard Battery men

Delightfully New, Yet Inexpensive

YOU will be afforded a pleasant surprise by the charming effects which can be achieved at remarkably low cost with THE LATEST



WALL PAPER

It has a magic touch which can transform a dull, monotonous room into a genuine delight, and bestow charm, atmosphere and distinction to your home.

Now is the time to re-decorate and re-paper! Give your home the benefit of

NIAGARA SLIDE RIBBON WALL PAPER

Our Niagara line offers you the most advanced and complete assortment of patterned wall papers. Ask for our new sample booklet.

Wilmington Paint Co. 710 West Anaheim St. Phone, Wilmington 209-W Wilmington, Calif.

Use Our Want Ads for Results!!